

# TRUE TALES OF COMFORT AND SAVINGS

ENERGY STAR® CERTIFIED HOMES STAKEHOLDER MEETING | October 15, 2015

NORTHWEST



ENERGY STAR  
HOMES



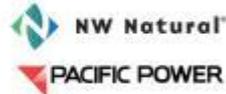


Be more at home.

# ABOUT NEEA

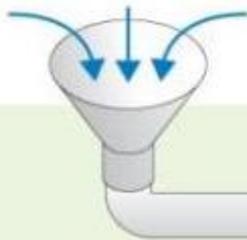
## OUR STRATEGIC PARTNERS AND FUNDERS

*TOGETHER We Are Transforming the Northwest*



## ABOUT NEEA

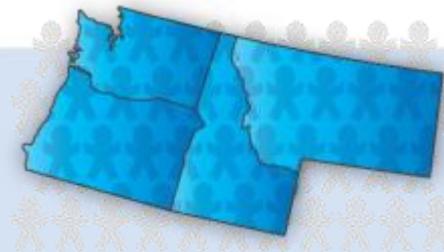
### HOW NEEA HELPS MAXIMIZE ENERGY EFFICIENCY



NEEA Fills The  
Energy Efficiency  
Pipeline



NEEA  
Accelerates  
Market Adoption



NEEA Leverages  
the Power of the  
Region



# TRUE TALES OF COMFORT AND SAVINGS

## CAMPAIGN OBJECTIVES

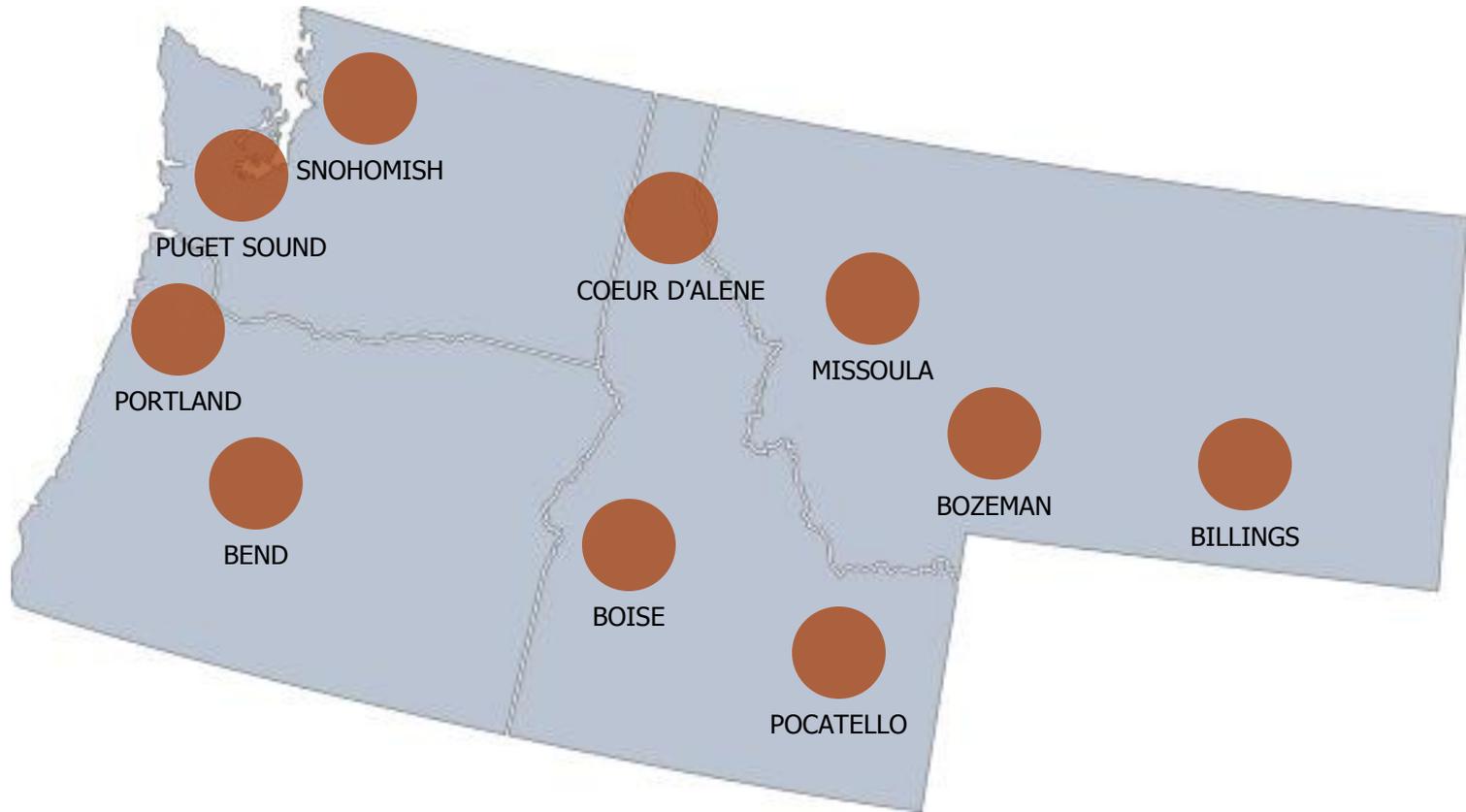
- Generate consumer and builder awareness for advanced building practices and drive demand for energy-efficient homes
- Equate comfort and energy savings with energy-efficient homes in the minds of Northwest homebuyers
- Leverage regional homeowner testimonials to promote the many benefits of owning an energy-efficient home
- The target audience is adults ages 35–64 in the homebuying process in target regions throughout the Northwest



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## TARGET MARKETS





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## TARGET MARKETS

COUNTY	SINGLE UNIT PERMITS 2013	2013 CERTIFIED SINGLE UNITS	2013 SINGLE-FAMILY & MULTIFAMILY ELECTRIC CERTIFIED
Multnomah County	3,855	66	6
Washington County	2,969	161	19
Clackamas County	1,503	108	5
Deschutes County	1,317	34	11
Lane County	939	22	15
Marion County	832	3	0
Jackson County	645	25	19
Linn County	356	0	0
Yamhill County	268	21	3
Benton County	256	7	84
Douglas County	164	0	0
Josephine County	126	1	1



# TRUE TALES OF COMFORT AND SAVINGS

## RECRUITING PROGRAM ADVOCATES



*"Our comfort level is superior. No drafts, no sweaters, no slippers."*

Richard, Seattle, WA

*"This is the most well-built home we have ever lived in."*

Marie, Bend, OR

*"We seldom have to turn the heater on in the winter."*

Kuo Liang, Portland, OR

*"We have more control of our environment with less effort and lower cost."*

Guy, Boise, ID



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# TRUE TALES OF COMFORT AND SAVINGS

## LOCALIZED CAMPAIGN EXPERIENCE

www.northwestenergystar.com/truetales/Puget

“

Our gas and electric bills are very low. The savings helped us pay back our cost in just over 20 months.

—J. Maxwell DUPONT, WA

”

**TRUE TALES OF COMFORT AND SAVINGS.**

These Northwest homeowners know how it feels to live in an energy-efficient home. Certified energy-efficient homes are better built, more comfortable and designed to use substantially less energy. From energy-efficient windows to advanced heating and cooling systems, these homes offer savings every month and comfort all year. [Learn more.](#)

**Find an ENERGY STAR® home or builder**

Already own a home here?  
Click on the Puget Sound Energy logo below to find incentives for efficiency upgrades.

PUGET SOUND ENERGY

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# TRUE TALES OF COMFORT AND SAVINGS

## LOCALIZED CAMPAIGN EXPERIENCE

“

Our comfort level is superior.  
No drafts, no sweaters, no slippers.

—Richard, SEATTLE, WA”

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**PSE** PUGET SOUND ENERGY

NORTHWEST ENERGY STAR HOMES



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# TRUE TALES OF COMFORT AND SAVINGS

## LOCALIZED CAMPAIGN EXPERIENCE

www.northwestenergystar.com/truetales/Bend

“ Our windows and doors are tight and the utility bills are very reasonable. This is the most well-built home we have ever lived in. ”

—Marie, BEND, OR

**TRUE TALES OF COMFORT AND SAVINGS.**

These Northwest homeowners know how it feels to live in an energy-efficient home. Certified energy-efficient homes are better built, more comfortable and designed to use substantially less energy. From energy-efficient windows to advanced heating and cooling systems, these homes offer savings every month and comfort all year. [Learn more.](#)

Find an ENERGY STAR® home or builder »

Already own a home?  
Click on the Energy Trust of Oregon logo below to find incentives for efficiency upgrades.

EnergyTrust of Oregon

NORTHWEST ENERGY STAR HOMES



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# TRUE TALES OF COMFORT AND SAVINGS

## LOCALIZED CAMPAIGN EXPERIENCE

www.northwestenergystar.com/truetales/coeur\_d'alene

“

We are warm and enjoy low energy bills due to the added insulation, compliant windows and energy-efficient appliances in our home.

—Talia HELENA, MT

”

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Find rebates from Avista Utilities. Click on the logo below to find efficiency upgrades, including ENERGY STAR® homes.



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## PAID MEDIA STRATEGY

To create custom user experiences and reach homeowners and homebuyers on a personal level, media channels were strategically selected to include the following capabilities:

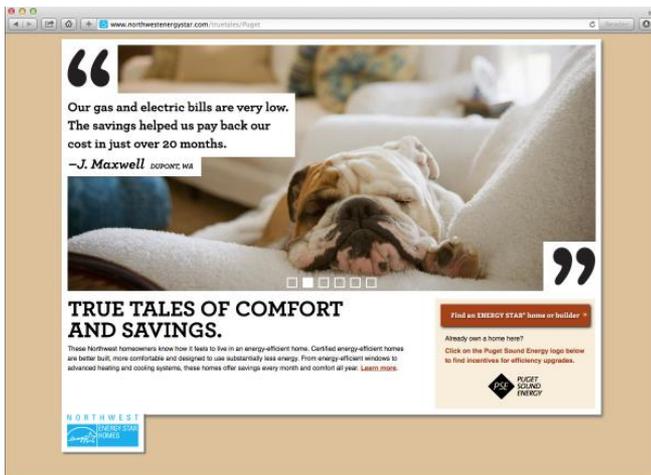
- Geotargeting to leverage ZIP codes with the greatest propensity for awareness and engagement
- Audience targeting to reach qualified consumers
- Cross-device media to engage with consumers across a variety of platforms

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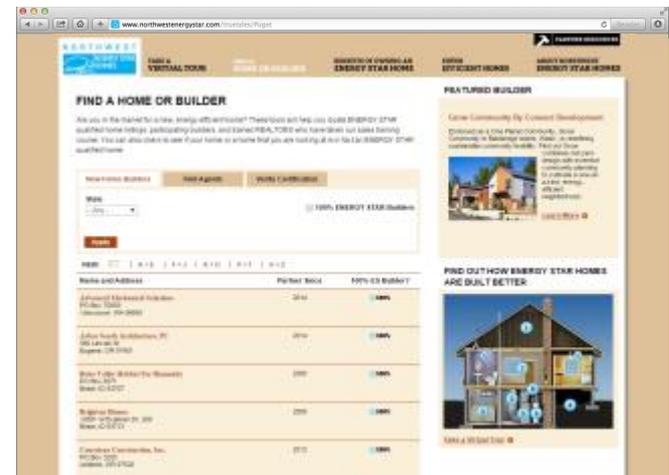
## DIGITAL TACTICS



CUSTOM UTILITY-BRANDED TESTIMONIAL LANDING PAGES

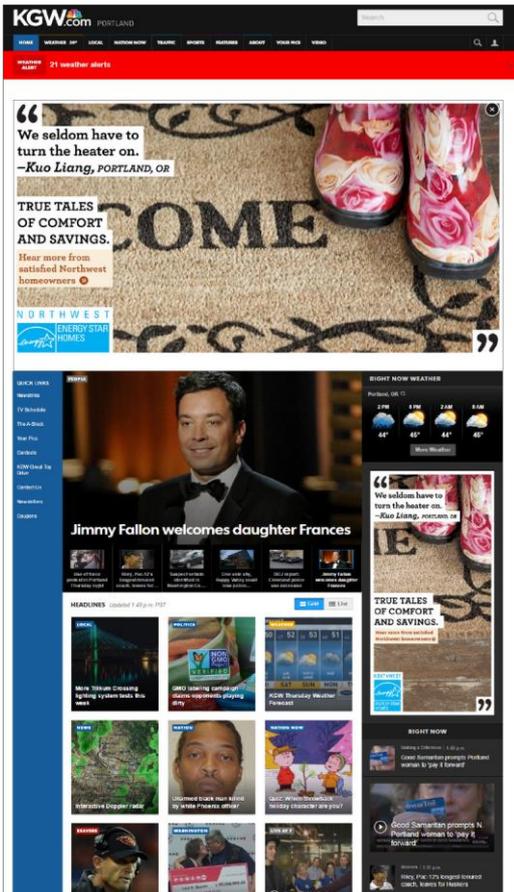


"FIND A BUILDER" PAGE ON NORTHWESTENERGYSTAR.COM

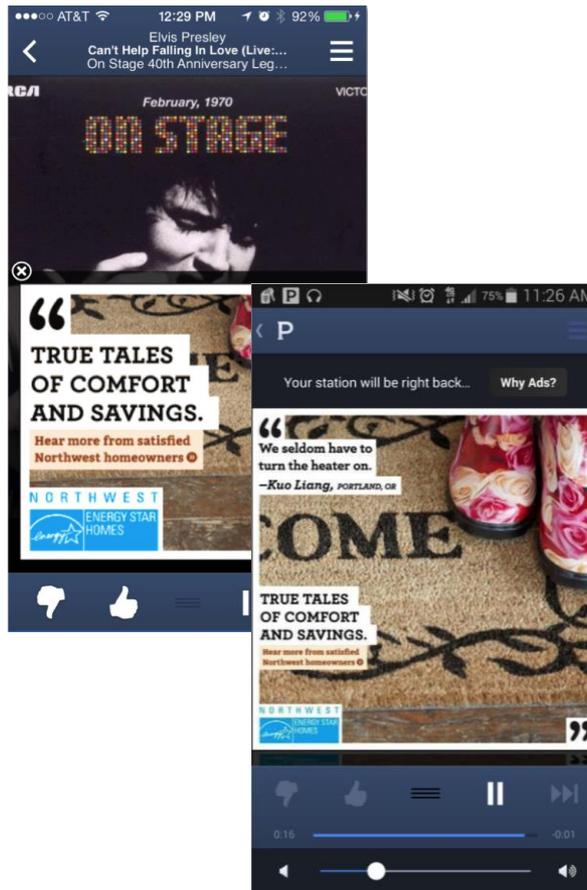


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## DIGITAL ADS



KGW—SLIDING BILLBOARD



PANDORA



ANIMATED .GIF

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## SOCIAL MEDIA

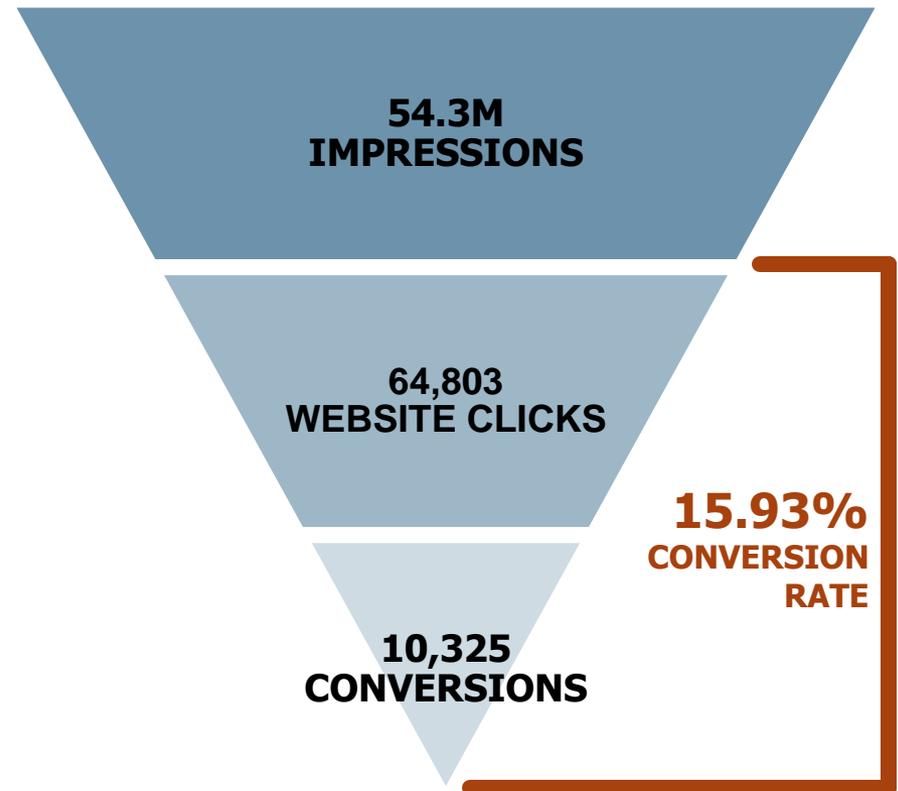
FACEBOOK



# TRUE TALES OF COMFORT AND SAVINGS

## CAMPAIGN RESULTS

- **54.3M** total impressions
- **39,376** total clicks
- **64,800+** landing page visits
- **2,135%** increase in web traffic
- **2,495** clicks to utility logos
- **1,738%** increase in visits to "Find a Builder"
- **\$59,000** in added media value





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**CLEAR**Result

